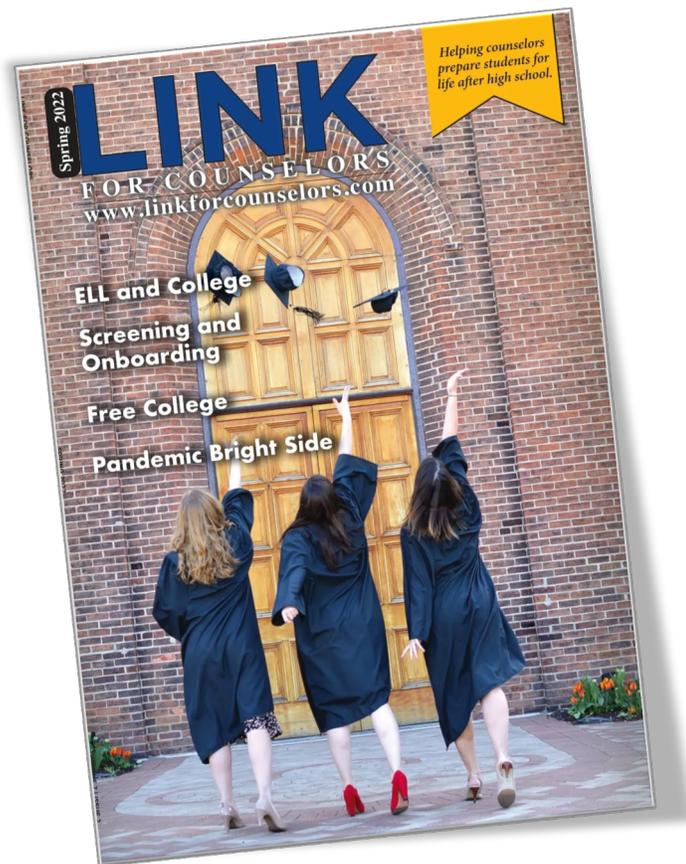




Editorial Assessment Report

Spring 2022 Issue



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Introduction

Methodology

Paramount Research utilized the online research methodology for this project. Potential respondents for the study were randomly selected from the magazine subscription list. Email invitations were managed by the magazine with consultation from Paramount Research. All other aspects of the project were under the sole control of Paramount Research.

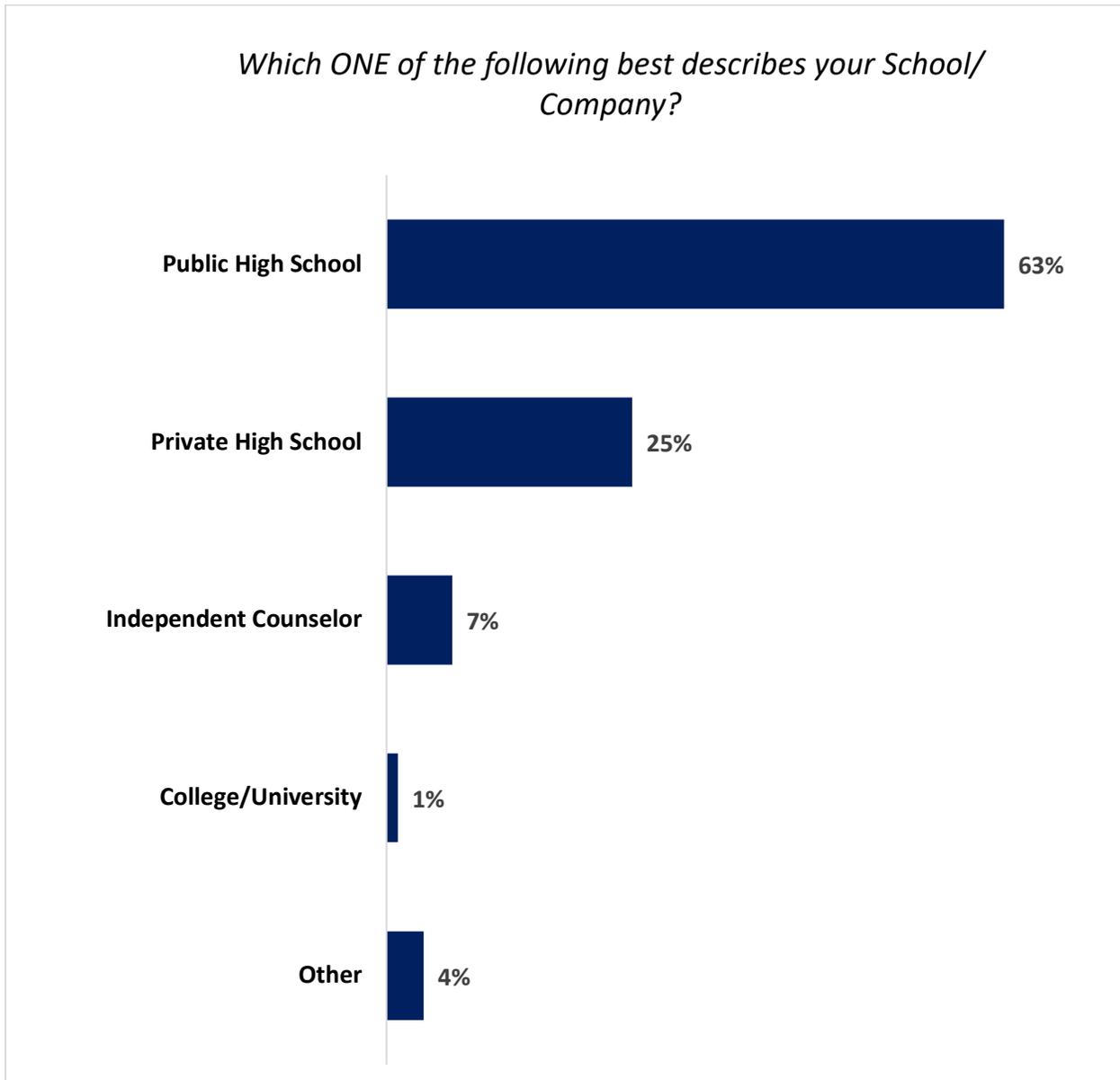
Number of Responses/Margin of Error

Based on 343 survey respondents, the margin of error for this study is +/- 5.24 percentage points. This means that 95 percent of the time, the study results fall within 5.24 percentage points in either direction of the results that would be found if the entire survey population (*LINK for Counselors* magazine subscribers) completed the survey.

Respondent Profile

Organization Type

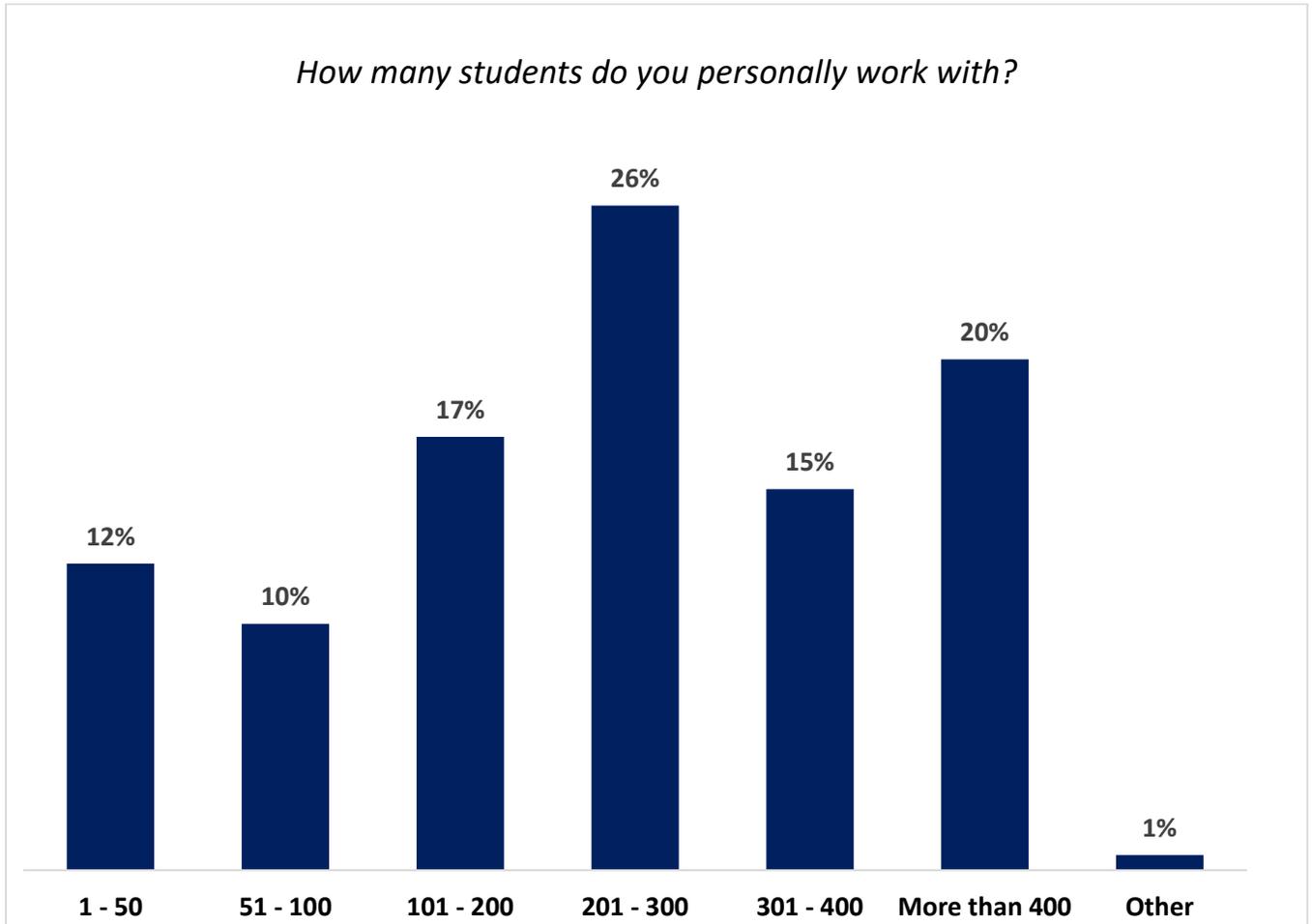
Nearly all respondents work at a public or private high school. The largest segment (63%) work at a public high school. Another one in four (25%) indicated private high school.



Base = those respondents who answered the question or 342.

Students Served

Most respondents (61%) personally work with more than 200 students. One in six (17%) indicated between 101 and 200 students. Another one in ten (10%) indicated between 51 and 100 students.

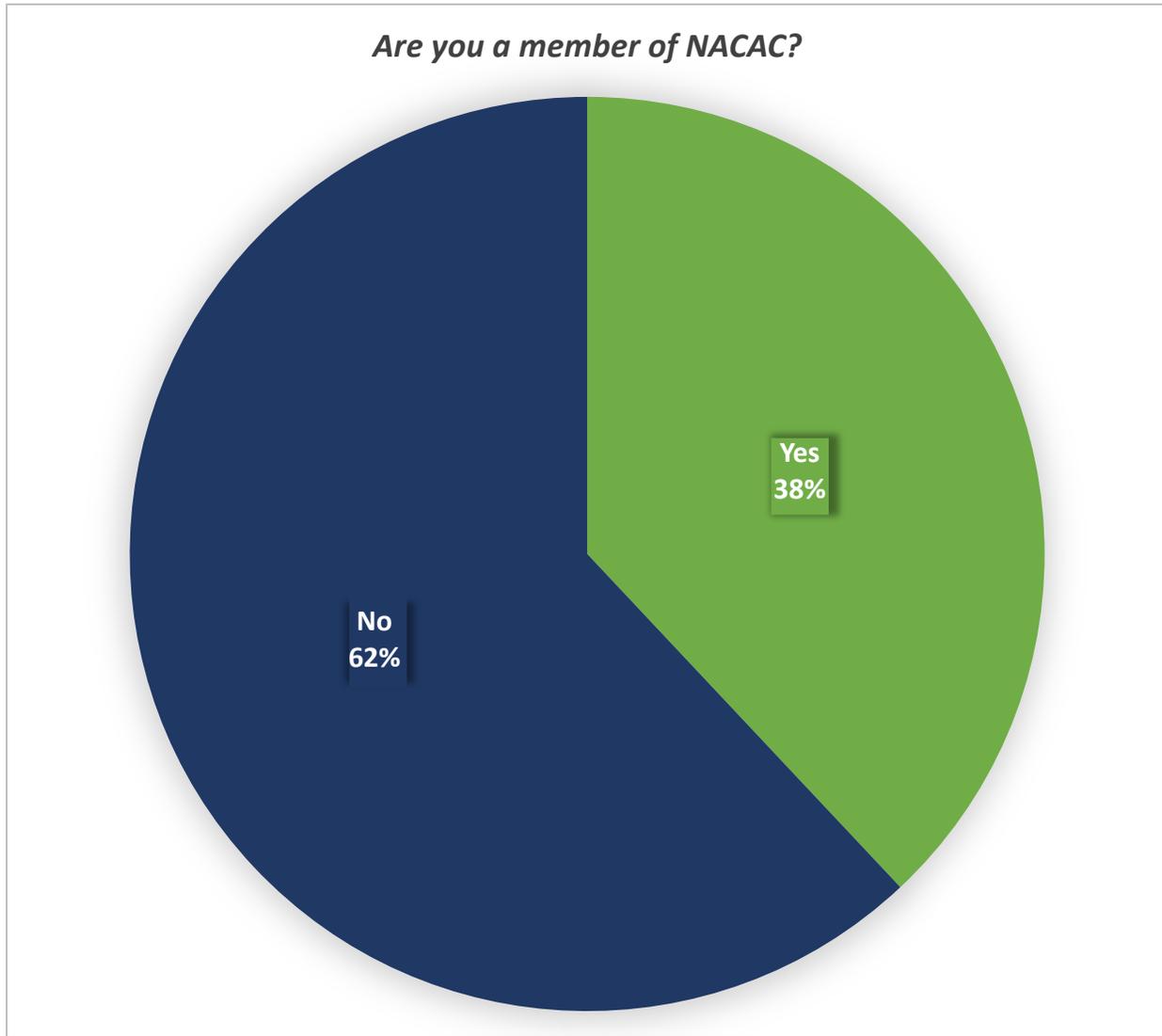


Estimated Mean: 248

Base = those respondents who answered the question or 342.

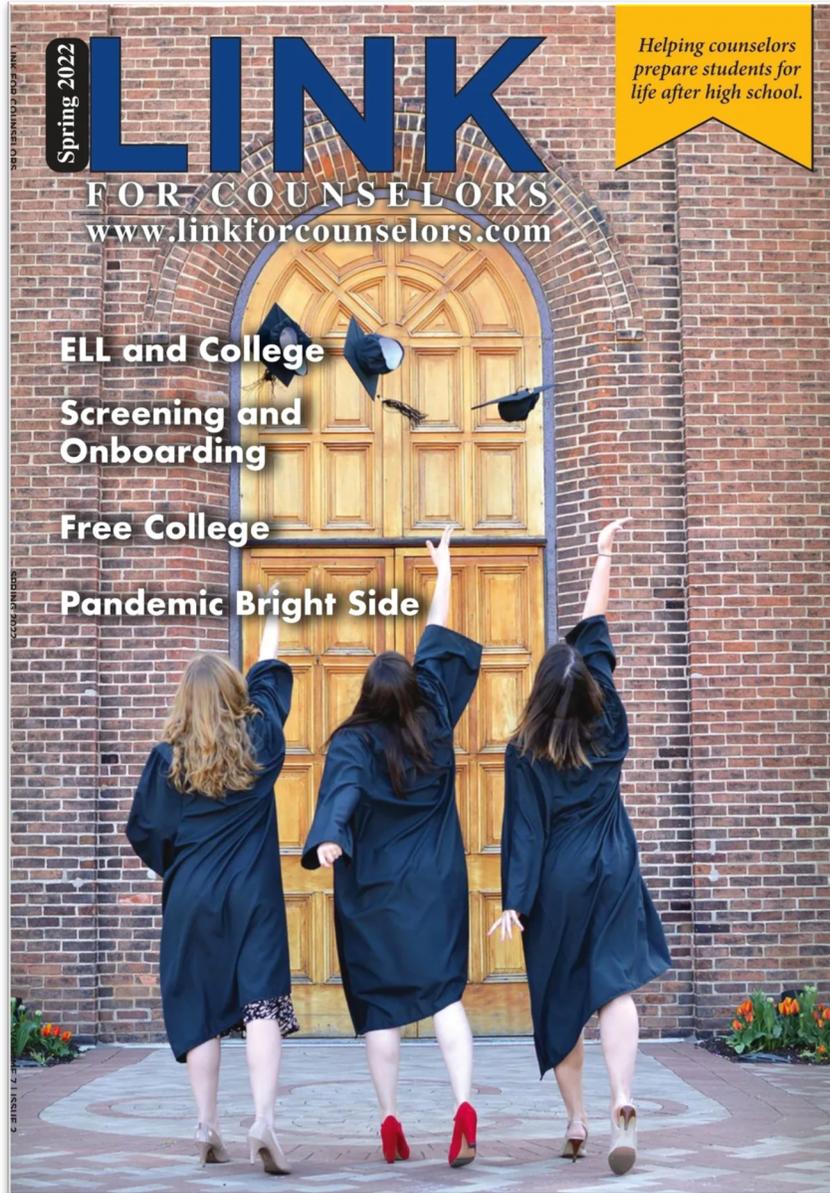
NACAC Membership

More than six in ten of the *Link for Counselors* subscribers (62%) are not NACAC members.



Base = those respondents who answered the question or 343.

About the *LINK for Counselors* Spring 2022 Issue



Article Readership

'How to Boost Your Students' Mental Health' was the most thoroughly read article in the Spring 2022 issue of *LINK for Counselors*. More than four in ten respondents (44%) read half or more of the article. Slightly less (43%) indicated 'Free College.'

To what extent did you read each of the following articles from the Spring 2022 issue of LINK for Counselors?

Article	% Reading Half or More
How to Boost Your Students' Mental Health, page 54	44%
Free College, page 11	43%
Why the Major Matters, Especially for Non-Wealthy Students: Tools for Your Toolbox, page 41	38%
Scholarship Watch, page 63	37%
How to Create a College Counseling Program at Your School, page 28	33%
US News & World Report College Rankings, page 15	31%
College and Career Readiness for Gifted Students, page 23	30%
Sophomores, page 18	29%
10 Great Books for Counselors, page 58	29%
Choosing Online College Courses for High School Students with Learning Disabilities and ADHD, page 35	27%
Creating Belonging Within Our Profession, page 20	23%
Esports and Gaming Administration: A Booming Industry Births New College Majors, page 38	23%
College Fairs, page 65	22%
Pandemic Bright Side, page 54	22%
Screening and Onboarding: Assisting Students with Learning Differences to "Hire" a College Learning Center, page 31	20%
ELL and College, page 61	15%
Study in the UK - A World of Opportunities, page 59	12%

Base = those respondents who at least skimmed the issue and who answered the question, or 200.

Reader Comments/Suggestions

Readers suggested a broad range of recommendations for *Link for Counselors*. The most mentioned topics included the continued impact of COVID-19 and student mental health issues.

➤ ***Do you have any comments/suggestions about the Spring 2022 issue of LINK for Counselors or topics you would like to see covered in future issues?***

- Any current information on anxiety with the students. You have been very good about covering it, but I think other perspectives would be great.
- Anything with helping students adjust to pandemic and future plans.
- Career and Technical education articles
- Continued COVID effects on students; trauma affects related to college and career
- Continued information on SAT and ACT in Admissions. Any up-to-date trends in admissions.
- Coping with college "rejection." Writing an excellent letter of recommendation. Thank you for this wonderful resource!
- Great material and articles
- Helping students from Russia and the Ukraine with the college admissions process
- How are colleges adjusting admissions to support students hit the hardest by covid?
- How colleges/universities are handling DEI issues within their states given the political climate.
- How schools can improve morale throughout school buildings.
- How students can organize their search, such as physical organization. I had a student who created a binder with color coded tabs for each section.
- How to assist special education students with college, etc.
- How to manage tik tok, social media accounts, you tube, streaming, college coursework and living on your own without flunking out of school.
- I always like the essay advice
- I always look forward to your publication and share relevant stories with students and parents at our evening programs.
- I am interested in how counselors manage their time for group(s), individual sessions, scheduling of new students and as well as being a part of school committees.
- I enjoy reading LINK. I find the articles interesting and informative.
- I like seeing information that helps students overcome/address issues caused by the pandemic.
- I prefer digital because it's much easier to reference back to and share with colleagues
- I really love LINK, but I've had little time to read it because we have been short staffed.
- I will be reading it this next week as I'm traveling and will have time.
- I would like to get the print version of Link and have not seen it in a while!
- Interventions that counselors can leverage with teachers to combat attendance etc., college and career ready resources that exist online
- Is there a way to have an ARCHIVE?
- Keep up the good work!
- Learning loss from COVID and social factors that students have as a result
- Link is an excellent resource.
- Loved the "10 great books for counselors" Thank you!!
- Mental Health Awareness
- Mental health for students.
- More articles on best practices for school counselors and their schools

across the states - requiring FAFSA for graduation? Free college options? Early college/dual enrollment? How to get the best curriculum to prepare your students

- More coverage on HBCU undergraduate and graduate programs
- More information for students on Plagiarism and understanding the limits of copying and pasting and group work. (Supplementing the detection of plagiarism) How colleges view Plagiarism
- More information on financial aid searches.
- More on SEL/Mental Health in buildings for students & staff
- Motivating students and Supporting faculty.
- Navigating student/family questions on the digital SAT, social emotional high school curriculum, scholarships
- No, over time you cover all the angles of the process. Oh, Yes...more time spent on Religious schools and programs and activities on a secular campus for religious, observant students.
- Online program opportunities for undergrad programs
- Please keep the paper copy coming to me!!!
- Really enjoy the college prep tips/college ads in the magazine and read it when I feel like reducing screen time.
- Really relevant topics. I shared some with colleagues.
- Resources for helping students who do not know what career they might be interested in. Ways to narrow down interests and abilities.
- Scholarships for average students!
- Selective College information - real talk about admissions
- Several of these articles were real standouts with truly helpful information I have not seen elsewhere.
- Stress and burnout
- The effect/growth of ED on the pandemic graduating classes and college, Olympic parenting or how parents are today and how to deal with them, scholarships, and who/qualities they look for - what has changed.
- To Test or Not to Test
- Trade schools vs Community Colleges vs Four Year Universities: How do I choose?
- TRIO Programs and how they can partner with schools and how they can be a resource to your campus.
- Working with Anxiety, Small Group lessons / resources for High School level, cool new apps that kids can use for mental health, updates in the laws, current days of celebration, easy links to share with parents in our newsletters
- Working with students with trauma; using humor to engage students; engaging teachers who are resistant to using interventions; how to make classroom lessons more engaging; where you can obtain free lessons or resources for teaching; community circles; restorative circles

Appendix

Which ONE of the following best describes your School/Company?

Those who indicated 'Other' wrote in the following:

- Alternative School Program
- Career Academy
- Counseling- Private Practice
- One school - PreK-12th
- Private K-12 School
- Public Higher Education Center offering classes from many institutions
- Public Middle School
- Public Middle School
- Public Middle School
- Public PK- 12 campus
- State Education Agency
- TRIO Educational Talent Search

How many students do you personally work with?

Those who indicated 'Other' wrote in the following:

- I am a Counselor Consultant that works with the Counselors
- I work in Central Office supporting the counselors